

## Message Text

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PAGE 01 TAIPEI 04212 140015Z  
ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W  
-----043854 140409Z /14  
R 130855Z JUL 77  
FM AMEMBASSY TAIPEI  
TO SECSTATE WASHDC 4240  
INFO USIA WASHDC

UNCLAS TAIPEI 4212

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: DOWN-ISLAND COMMERCIAL PRESENCE BOOTH  
HIGHLY SUCCESSFUL

SUMMARY

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EMBASSY CONSIDERS ITS EXPERIMENT WITH A "COMMERCIAL PRESENCE"  
BOOTH IN THE OTHERWISE ALL-CHINESE LOW-COST AUTOMATION  
EXHIBITION IN TAICHUNG SUCCESSFUL, AS LARGE NUMBERS OF DOWN-  
ISLAND TAIWANESE BUSINESSMEN WERE EXPOSED TO THE LATEST IN  
AMERICAN METALWORKING TECHNOLOGY AND TO THE RANGE OF COMMERCIAL  
SERVICES OFFERED BY THE ECONOMIC/COMMERCIAL SECTION AND TRADE  
CENTER. FURTHER, FOR A MODERATE COST, WHICH INCLUDED THE  
ECON/COMM COUNSELOR'S RECEPTION, AND THE COMMATT'S PRESS  
CONFERENCE, 7 HIGH QUALITY TOS AND ONE LICENSING PROPOSAL  
WERE RECEIVED, AND VALUABLE PRACTICAL TRAINING GIVEN TO THE  
USIS TAICHUNG COMMERCIAL LIBRARIAN. THE IDB WAS VERY SATISFIED  
WITH THE U.S.-PRESENCE AND HAS ASKED THE COMMERCIAL SECTION  
TO MOUNT A SIMILAR BOOTH AGAIN. END SUMMARY

1. IN SUPPORT OF TARGETS SET BY CCP CAMPAIGN NO.5  
(UPGRADING TECHNOLOGY OF SMALL/MEDIUM SIZE LOCAL  
INDUSTRIES), THE POST PARTICIPATED IN THE ROC INDUSTRIAL  
DEVELOPMENT BUREAU (IDB) SPONSORED LOW-COST AUTOMATION  
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PAGE 02 TAIPEI 04212 140015Z

EXHIBITION JUNE 24-30, IN THE CENTRAL TAIWAN CITY OF  
TAICHUNG. THIS EXPERIMENT IN CARRYING OUT A MODERATE  
COST "COMMERCIAL PRESENCE" ACTIVITY IN AREAS NOT EASILY  
REACHED BY THE FULL RANGE OF EMBASSY COMMERCIAL SERVICES  
WAS HIGHLY SUCCESSFUL AND OWED MUCH TO THE EXCELLENT  
SUPPORT FROM THE USIS TAICHUNG BPAO. WHILE IN WASHINGTON  
RECENTLY, THE BPAO BORROWED ELEVEN OF USIA'S PRODUCT-

ORIENTED VIDEO TAPE RECORDINGS (VTR) FOR SHOWING. TO PROMOTE THE BOOTH, THE ECONOMIC/COMMERCIAL COUNSELOR USED THE USIS LIBRARY TO HOST A LARGE, WELL-ATTENDED RECEPTION FOR BUSINESS AND LOCAL GOVERNMENT LEADERS. FURTHER, A PRESS CONFERENCE AT WHICH THE COMMERCIAL ATTACHE AND AN IDB REPRESENTATIVE WERE PRINCIPAL SPEAKERS RECEIVED FAVORABLE COVERAGE IN LOCAL NEWSPAPERS.

2. VTR BOOTH WAS HIGHLY POPULAR THROUGHOUT THE EXHIBITION -- AVERAGING 100-200 PEOPLE PER DAY. IN FACT, IT WAS A DRAWING CARD FOR THE WHOLE SHOW. THOSE VTRS WHICH GENERATED THE GREATEST INTEREST AMONG BUSINESSMEN WERE AS FOLLOWS:

1) LET'S TALK FORGING (NATIONAL MACHINE CORPORATION)

2) PARTNERS IN PRECISION (CINCINNATI MILACRON)

3) MADE WITH PRECISION -- SHIPPED WITH PRIDE  
(GLEASON GEAR WORKS)

4) CINCINNATI NC (16) CHUCKER (CINCINNATI MILACRON)  
INTEREST WAS SO HIGH THAT TWO BUSINESSMEN SOUGHT TO MAKE COPIES, AND SEVERAL OTHERS PHOTOGRAPHED THE VTR SCREEN. AS A RESULT 7 HIGH QUALITY TOS AND ONE LICENSING PROPOSAL HAVE BEEN GENERATED SO FAR. THERE WAS CONSIDERABLE  
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PAGE 03 TAIPEI 04212 140015Z

DEMAND FOR COMMERCIAL SERVICES, WITH EXTENSIVE USE MADE OF THE THOMAS REGISTER. OTHER REQUESTS FOR SPECIFIC AMERICAN FIRMS' CATALOGS AND TC RELATED BROCHURES WERE MET ON THE OFFICERS' RETURN TO TAIPEI. UNFORTUNATELY, THE VSMF SYSTEM COULD NOT BE MOVED TO TAICHUNG, DUE TO THE GREATER NEED FOR ITS SERVICES IN CONJUNCTION WITH THE TC'S FLUID POWER TECHNICAL SEMINAR.

3. THIS INITIATIVE FULLY ACHIEVED ITS TWIN GOALS OF PROMOTING AMERICAN PRODUCTS TO UPGRADE SMALL/MEDIUM FIRMS' TECHNOLOGY AND OFFERING A BROADER RANGE OF COMMERCIAL SERVICES THAN NORMALLY AVAILABLE IN TAICHUNG. THE IDB WAS SO PLEASED THAT IT HAS ASKED THE COMMERCIAL SECTION TO MOUNT A SIMILAR EFFORT IN KAOHSIUNG IN EARLY 1978. THE EXPERIENCE ALSO PROVIDED VALUABLE PRACTICAL TRAINING TO THE USIS TAICHUNG COMMERCIAL LIBRARIAN THROUGH ASSOCIATION WITH THE SECTION'S PROFESSIONAL FSLs WHO MANNED THE BOOTH. THIS SHOULD ENHANCE HIS EFFECTIVENESS IN CENTRAL TAIWAN, AND INCREASE TOS FROM THIS AREA.  
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## Message Attributes

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**Review Markings:**  
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